

# Breaking news – this morning !

- **Environmental standoff threatens traffic on St. Lawrence Seaway**
- Next year, commercial shipping could disappear from the St. Lawrence Seaway, devastating the Great Lakes economies, throwing thousands of people out of work, thanks to an obscure regulation passed by the State of New York.
- As it stands now, they have a regulation that comes into play in Jan. 1, 2012 that ships won't be able to comply with
- Unless there are changes it's a reasonable possibility that much of the economic activity on the Seaway will shut down. New York and the shipping industry are locked in a game of environmental chicken
- Ships whose holds are empty take on water (ballast) to maintain stability. When they approach port, they flush the water out. But in flushing, species picked up in one body of water can enter another. That's how the zebra mussel and more than 180 other invasive species made their way into the Great Lakes.
- The IMO has imposed rules that require ships to flush their ballast water at sea. But New York state thinks the new rules are too lax. So in 2008 it set its own standards, which go into effect on Jan. 1 2012
- You can't enter or leave the Seaway without transiting New York waters, so New York has the power to effectively shut the Seaway down.

- Trends in Great Lakes Cruising....

A small ship cruise destination...

100 to 400 guests...

Intimacy...

Close contact with host communities..

Accessible

inaccessibility... +

Renaissance cities..



# Size Does Matter

Lisbon to  
Copenhagen =  
1292 Miles

Quebec City to  
Duluth = 1292  
Miles

Montevideo to  
Santiago = 827  
Miles



- Great Lakes Cruising Circa 1902

This is what it used to be like...

Classic...

Exclusive...

Transportation as well as cruising...

1<sup>st</sup> ~ 2<sup>nd</sup> ~ 3<sup>rd</sup> ...

Steerage...





- Great names...

Star Cole Line...

Canada

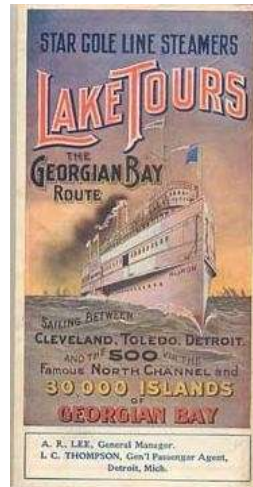
Steamship

Lines..

Great Lakes

Transit

Corporation...



# ...and Great Ships....

(pointed at one and end round at the other



# So What Makes The Great Lakes Such A Fabulous Cruise Destination ?

- Diversity

5 Great “Inland-seas”

34 Thousand Islands to cruise though !

18 magnificent St Lawrence Seaway and Welland Canal locks

The Niagara Falls “Water Staircase”

122 Wineries ~ 36 Art Museums ~

80 Festivals ~ 28 Symphonies ~63 Jazz Clubs

(and counting) ~ Renaissance Cities ~

Accessible inaccessibility



# Plus...

- Small Port communities - tie-up along main street opposite the ice-cream store (similar to parts of Norway)
- Where guests can stroll to shopping attractions
- Where locals ask you where you are from ?
- Unspoiled, unsoiled and under-used
- A bit like Alaska was 30 years ago





# Great lakes Cruising offers...

- Scale of Ships 100 ~ 400 guest capacity
  - Scale of capacity easily absorbed by the host communities
  - Scale allows intimacy with crew and fellow guests
  - Scale allows access to unique shore programs
- .....Such as Genuine First nations Pow-wow's and celebrations



# Great lakes Cruising also offers...

- Lonely (and free) anchorages often tucked in behind picture perfect island (sunsets)
- An absence of ambient “light-pollution” making it a star-gazers dream
- Days “at sea” completely out of sight of land
- Considerable air-lift from all gateway cities
- Seamless transitioning from lake to lake to lake to lake to lake (all five of them)

# So what are the challenges in this “inland paradise” ?

- Broadcasting the Great Lakes cruise story is not easy
- Inventory of Seaway-size ships is limited
- Gauge of locks are in feet Loa 740 ~ Beam 78
- Air draft 116.5 and sea draft 26.3
- The Sea Princess would get jammed in the first lock just forward of the ship's wheelhouse
- This is a small-ship destination

# Other challenges ?

- US Government security regulations are a disincentive for foreign flagged cruise ships
- Driving the business elsewhere
- Example ~ Mackinac island most picturesque port-of-call is prohibited from accepting international calls because it can't afford the infrastructure required by the security regs'
- Ships will simply steam-by !
- Not so on the Canadian side



# These challenges we have overcome

- Ports now ready with excellent infrastructure
- Attractions are expanding everywhere
- Tourism authorities embracing the industry
- Receptives are creative and innovative
- Educational programs have turned lake-side communities into stakeholders
- Cruise ships can make excellent financial returns cruising the Great Lakes
- 150 Million consumers and an undersupply of berths

Roadside Graffiti seen in the Great Lakes

**“The surest sign that intelligent life exists elsewhere in the universe is that it has never tried to contact us”**

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**“The supply of government exceeds the demand”**

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**“The Eagle may soar but the Weasel never gets sucked into a jet engine”**

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